



Progress and Activity Report - Georgia Safe Routes to School: Task Order 9

This Progress Report reflects the fourth invoice for Task 9 for activities ending October 26th. Through this billing period, the Georgia Safe Routes to School Resource Center project team continued to provide services and outreach for schools and community stakeholders throughout the state. One new partner signed on during this period - Clifton Elementary School, Dekalb County Schools; and one new Friend of the Resource Center also signed on this period – the Fulton County Sheriff's Department.

School Outreach Coordinator Highlights

International Walk to School Day: International Walk to School Day was held on Wednesday, October 3rd, with 101 schools in Georgia having registered their event at www.walkbiketoschool.org. **Campbell Elementary** in Fulton County hosted the state media event for the morning of the event. A local news station, 11Alive News, covered International Walk to School Day, and two of the Resource Coordinators were featured in the segment (click [here](#)) which was great publicity for the Resource Center.

Campbell Elementary School (Bronze-level Partner, Fulton County): Students at Campbell Elementary School celebrated their first ever Walk to School event on International Walk to School Day 2012. More than 100 students and their families met at nearby Brenau College to join the walking school bus. Students received blinking lights to improve visibility on the dark morning and carried posters celebrating their event. The walk ended in the gym where participants received stickers, pencils, and words of encouragement for healthy and safe walking to school. The School Champion, Mrs. Garcia, encouraged participation by sending home "save the date" notices, including information in the weekly newsletter, and promoting the event during daily morning announcements. The school is already planning another Walk to School Day for November!



Clubview Elementary School (Gold-level Partner, Muscogee County): International Walk to School Day was a huge success at Clubview Elementary. 200 students and their families walked to school from four different directions and met on the playground where they were greeted by the Hardaway High School Drumline. The band led the way to the front of the school where the Iwalk celebration continued with music and prizes. Clubview was just one of seven schools participating in the third Annual Midtown Columbus International Walk to School Day.

Dresden Elementary School (Bronze-level Partner, Dekalb County): Approximately 150 exuberant children with blinking lights and enthusiastic parents, paraprofessionals, and teachers walked to school together in the twilight on International Walk to School Day. Walkers take this route every day, and the goal was to encourage a safe and enjoyable journey. School Champions made a video of the day entitled, "Moving Along with the Walkers." In the video, a DeKalb police officer in his cruiser stops the traffic for a parade of children and adults to cross the busy main street, while the school crossing guard encourages the kids to "have a good day at school." Everyone enjoyed breakfast treats after a brisk morning walk.



Charles R. Drew Charter School (School Partner, Dekalb County): Approximately 200 Drew Charter School students walked to school on International Walk to School Day. Parents were encouraged to park and walk from a nearby Publix grocery store and a YMCA parking lot. Parents and students were joined by representatives from Atlanta City Council, Dekalb County Public Works, and the Georgia Department of Transportation for an assessment of walking conditions around the school.



Addison Elementary School (Silver-level Partner, Cobb County)

It was another successful Walk to School Day at Addison Elementary! Cobb County Chairman, Tim Lee; Commissioner, JoAnn Birrell; and Principal, Karen Crowder, walked with groups of students from two meeting locations. Approximately 125 students participated and received blinking lights as they arrived at school. Bus and car riders also joined in the fun by walking around the perimeter of the school campus. Several walkers were featured on the school's morning news after the walk.



Cornelia Elementary (Gold-level Partner, Habersham County):

Cornelia Elementary had 160 students walk to school on IWalk, many with their parents. The Cornelia Police Department made sure everyone got to school safely, and School Champion Mona Painter gave participants fun incentive items.

Still Elementary School (Gold-level Partner, Cobb County):

It was a record breaker at Still Elementary with 118 students participating! Students met at a nearby church, and parents and teachers led Walking

School Buses. School Champion Kristin Brahm promoted the event through email blasts and posts on the school's Facebook page. One creative email listed the Top 5 Reasons to Walk to School on Wednesday. As a Gold-level Partner, Still Elementary created a classroom competition for the most walkers to receive the Golden Shoe Award, which was a big hit with students and teachers!



Other highlights from around the state include:

Dunbar Elementary School (Bronze-level Partner, Atlanta Public Schools):

The Pittsburgh/Mechanicsville community was identified as an excellent area for SRTS programming, due to neighborhood schools, strong community engagement, and poor walking conditions for students. Dunbar Elementary school acted as host for the area's SRTS National Course and has been organizing a group of fathers interested in leading the SRTS effort. Nykia was invited to present the basics of SRTS during the monthly father's-group meeting. She introduced the program and offered suggestions for program opportunities. Child health, increased physical activity, and safety from crime-dangers were the major elements identified by the group. Nykia will continue to work with this group to build SRTS programs both at Dunbar and within the broader community. A Pittsburgh area Walk to School Day has been encouraged to kick-off school efforts.

Fulton County Sheriff's Department: Recognizing Fulton County's high rate of pedestrian injury and death, the Governor's Office of Highway Safety awarded the Fulton County Sheriff's Department a \$28,000 grant to implement pedestrian safety education programs in county schools. Nykia was asked to serve in an advisory capacity as a local expert on SRTS and child pedestrian safety education. Nykia met with Doug Joiner of the SRTS National Partnership, and the Fulton County Sheriff's Department to discuss implementation strategies and next steps. The Sheriff's Department will decide how many schools can be served with the available funding, and as part of the program, deputies will be trained to teach the NHTSA child pedestrian safety education curriculum in the classroom. Nykia will assist with planning a county-wide kick-off for the pedestrian safety education program, tentatively scheduled for January 2013. Non-Partner schools will be encouraged to partner with the resource center as well as schools that express interest in receiving pedestrian education but are not included under the grant program.

Lifelong Communities Summit, Atlanta Regional Commission: Alicia had the opportunity to present during the poster sessions at the Lifelong Communities Summit presented by the Atlanta Regional Commission on October 4th. National and local experts in the fields of transportation, public health, environment, and aging discussed integrated approaches for creating communities where older adults can age in place and age well. Audience members included planners, health advocates, and local government officials, and Alicia spoke to several small groups during the poster sessions about the importance of designing communities for children and the aging population. She informed them of how to get involved with the Resource Center and how to start a Safe Routes to School program in their community.

Arcado Elementary (Silver-level Partner, Gwinnett County): Alicia met with School Champion Joellen Wilson to learn more about the SRTS program at Arcado Elementary. Arcado participated in International Walk to School Day and had 40 participants. Mrs. Wilson talked to students about how walking to school helps to reduce your carbon footprint and had the kids sign a poster to celebrate walking. The school has 10 walkers on a regular basis, and in an effort to increase that number, Mrs. Wilson distributed the Way to Go frequent walker cards to students. The cards will be punched on random days, and students who walk 10 times or more before Christmas break will receive a pedometer and pedometer activity booklet from the Resource Center.



SRTS Marketing (Toole Design Group and Outreach Staff)

Newsletter: An *e-blast* was sent via the School Outreach Coordinators to all contacts in each region the week of October 29. The “Wayfinding” *e-blast* provided schools and community contacts with highlights of International Walk to School Day, completing student tallies, and a reminder of Georgia Walk to School Day on March 6th

Website, Hotline, and Social Media:

Hotline: We received two calls on the GDOT hotline inquiring about Partnership and grant opportunities.

Website: The team is improving navigation through the site; the What’s Happening page has gotten a better landing page and is better organized by topic. We have also launched two interactive online tools that people can use to report their SRTS events, programs and activities. One allows people to reach out to the Resource Center and self-report. The other is a follow-up that the SOC’s can send out if they know of a program, activity or event. The purpose of both is to better populate the calendar on the website and to track SRTS activity across the state.

Walk Audits: During October, the staff began drafting the walk audit toolkit; edits are underway and will continue through November.

Marketing Materials and Incentives: The Outreach team continued to distribute event incentives to registered schools during October, including: zipper pulls, bracelets, pencils, blinking lights, stickers, and bookmarks.

Looking Ahead:

The team will continue to conduct outreach to schools, with various presentations and meetings slated with Partners during November. The Project Manager (interim) will be working closely with GDOT to secure an extension to Task 9, which currently expires at the end of November. The extension being sought will adjust the end date to coincide with the end-date of the master agreement, May 31, 2013. Also in November, the marketing and outreach team will continue work on the Middle-School Walkability and Bikeability Toolkit. Content will be reviewed initially in early November, with the first layout of the toolkit ready for review by mid-month. The Toolkit will consist of:

- **A user’s manual:** a short document to explain to teachers and students the purpose of the toolkit, the different parts of the toolkit, and how to organize the walk and bike audit;
- **The toolkit:** the Resource Center is using the PBIC walkability and bikeability checklists as a foundation, and plans to create a single toolkit for both biking and walking. It will feature an introduction, the checklist itself, follow-up actions and activities, and national and Georgia-specific resources.
- **Toolkit branding and graphics,** along with a recommended plan to promote the walk and bike audit are being developed by the students at Floyd Middle School.

